AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A method for collecting information on an audience of a broadcast media stream, the method comprising:

connecting a radio telecommunication system and a broadcast system to perform a media system,

broadcasting a media stream on at least one broadcast channel of the broadcast system,

transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel,

connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

collecting information on the audience connected to the media system, the information being on active users and passive users, [[and]]

processing the collected information in a predetermined way, and

showing the collected information on the screen of a user terminal and a broadcaster's terminal.

2. (Previously presented) The method of claim 1, wherein the audience has an interactive connection to the media stream system via an interactive menu shown on the screen of a user terminal.

3. (Previously presented) The method of claim 1, wherein the information on the audience is collected in a memory.

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4. (Canceled)

5. (Previously presented) The method of claim 1, wherein templates for the interactive menu or showing the collected information are ready-made, stored in a user terminal and being modified according to the parallel information.

6. (Previously presented) The method of claim 1, wherein templates for the visual menu or for displaying of the compiled information are transmitted as parallel information.

7. (Previously presented) The method of claim 1, wherein the information on the active users is collected by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections.

8. (Previously presented) The method of claim 1, wherein the parallel information is transmitted as a packet transmission.

9. (Previously presented) The method of claim 1, wherein location information on the audience is collected.

10. (Previously presented) The method of claim 1, wherein the collected information is used for searching for at least one of the good times, geographical areas and modes for advertising.

11. (Currently amended) A media system for collecting information on the audience of a broadcast media stream, the media system comprising:

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~~means for broadcasting~~a broadcast system configured to broadcast a media stream on at least one broadcast channel of the broadcast system, ~~the broadcast system being part of the media system,~~

~~means for transmitting~~a radio telecommunication system configured to transmit parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel ~~using a radio telecommunication system of the media system,~~

~~means for connecting~~and further configured to connect the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

~~means for collecting~~a server configured to collect information on the audience connected to the media system, the information relating to active users and passive users[[,]] and

~~means for processing~~further configured to process the collected information in a predetermined way, and

a display on a user terminal and a display on a broadcaster's terminal both configured to show the collected information.

12. (Previously presented) The system of claim 27, further comprising an interactive menu shown on the screen of a user terminal for connecting the audience via an interactive connection to the media stream system.

13. (Previously presented) The media system of claim 27, further comprising means for collecting the information on the audience in a memory.

14. (Canceled)

15. (Previously presented) The media system of claim 27, further comprising means for storing ready-made templates for the interactive menu or showing the collected information and modifying them according to the parallel information.

16. (Previously presented) The media system of claim 27, further comprising means for transmitting the templates for the visual menu or showing the collected information as parallel information.

17. (Previously presented) The media system of claim 27, further comprising means for collecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections.

18. (Previously presented) The media system of claim 27, further comprising means for transmitting the parallel information as a packet transmission.

19. (Previously presented) The media system of claim 27, further comprising means for collecting location information on the audience.

20. (Currently amended) A user terminal for collecting information on an audience of a media stream broadcast by a media system the user terminal comprising:

means for receiving a receiver configured to receive parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel of the broadcast system, the broadcast system being a part of the media system,

means for connecting a controller block configured to connect the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

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~~means for changing~~a processor configured to change a parallel information reception state according to the user's selections,

~~means for transmitting~~a transmitter configured to transmit selections made by active users for collecting information on the audience connected to the media system, and

~~means for showing~~a user interface configured to show the collected information.

21. (Previously presented) The user terminal of claim 20, further comprising means for the audience to have an interactive connection to the media stream system via an interactive menu.

22. (Currently amended) The user terminal of claim 20, further comprising means for active users to make their selections by using a virtual menu <u>button</u> on the screen of a user terminal comprising options to be selected.

23. (Previously presented) The user terminal of claim 20, further comprising means for transmitting and receiving parallel information as a packet transmission.

24. (Previously presented) The user terminal of claim 20, further comprising means for collecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel for transmitting the user selections.

25. (Currently amended) A method for collecting information on an audience of a broadcast media stream, the method comprising:

connecting a radio telecommunication system and a broadcast system to perform a media system ,

broadcasting a media stream on at least one broadcast channel of the broadcast system,

transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel,

connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

collecting information on the audience connected to the media system, the information being on active users or passive users, [[and]]

processing the collected information in a predetermined way, and

showing the collected information on the screen of a user terminal or a broadcaster's terminal.

26. (Currently amended)

27. (Currently amended) A media system for collecting information on the audience of a broadcast media stream, the media system comprising:

~~means for broadcasting~~a broadcast system configured to broadcast a media stream on at least one broadcast channel of the broadcast system, ~~the broadcast system being part of the media system,~~

~~means for transmitting~~a radio telecommunication system configured to transmit parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel ~~using a radio telecommunication system of the media system,~~

~~means for connecting~~and further configured to connect the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

~~means for collecting~~a server configured to collect information on the audience connected to the media system, the information relating to active users or passive users[[,]] and

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~~means for processing~~further configured to process the collected information in a predetermined way, and

a display on a user terminal and a display on a broadcaster's terminal wherein one of the displays is configured to show the collected information.

28. (Canceled)